IN THE CLAIMS

Please amend claims 34 through 60 (without prejudice − see reservation of rights below) and add claims 61 through 134 as shown below on pages 3 through 15. A marked up version of the claims is shown on pages 16 through 30.

1 - 33 (canceled)

34. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform a data preparation method, comprising:

integrating data from a variety of sources using xml and a common schema to support organization processing.

35. (amended) The computer readable medium of claim 34 where data is obtained from advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, the Internet, external databases, user input and combinations thereof.

36. (amended) The computer readable medium of claim 34 where the data includes historical data, forecast data and combinations thereof.

37. (amended) The computer readable medium of claim 34 where the data are transaction data, descriptive data, geospatial data, text data, linkage data and combinations thereof.

38. (amended) The computer readable medium of claim 34 where the schema includes an organization designation.

39. (amended) The computer readable medium·of claim 38 wherein the designated organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

40. (amended) The computer readable medium of claim 34 where the common schema includes a data structure.

41. (amended) The computer readable medium of claim 40 where the data structure is a hierarchy.

42. (amended) The computer readable medium of claim 34 where the common schema includes a data dictionary.

43. (amended) The computer readable medium of claim 42 where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

44. (amended) The computer readable medium of claim 34 where the data preparation method further comprises converting data to match the common schema.·

45. (amended) The computer readable medium of claim 34 where organization processing supports the creation of tools for organization management including analytical models, performance information, prioritized lists of changes that will optimize one or more aspects of organization financial performance, management reports, a system for automated equity trading and combinations thereof.

46. (amended) The computer readable medium of claim 34 where the data preparation method is completed on a continuous basis.

47. (amended) A data integration system, comprising:
    networked computers each with a processor having circuitry to execute instructions;
    a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

integrate data from a variety of sources in accordance with a common schema to support organization analysis, management and reporting.

48. (amended) The system of claim 47 where data is obtained from advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, the Internet, external databases, user input and combinations thereof.

49. (amended) The system of claim 47 where the data includes historical data, forecast data and combinations thereof.

50. (amended) The system of claim 47 where the data are transaction data, descriptive data, geospatial data, text data, linkage data and combinations thereof.

51. (amended) The system of claim 47 where the schema includes an organization designation.

52. (amended) The system of claim 51 wherein the designated organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

53. (amended) The system of claim 47 where the common schema includes a data structure.

54. (amended) The system of claim 53 where the data structure is a hierarchy.

55. (amended) The system of claim 54 where the common schema includes a data dictionary.

56. (amended) The system of claim 55 where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

57. (amended) The system of claim 47 where the common schema includes a metadata standard.

58. (amended) The system of claim 57 where the data metadata standard is XML or the Metadata Coalition specification.

59. (amended) The system of claim 47 where the data preparation system converts data to match the common schema.

60. (amended) The system of claim 47 where the organization analysis, management and reporting further comprises the development of: analytical models, performance information, prioritized lists of changes that will optimize one or more aspects of organization financial performance, management reports, a system for automated equity trading and combinations thereof.

61. (new) The system of claim 47 where integration is completed on a continuous basis.

62. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers that have been connected via a network to perform an organization management method, comprising:
    integrating data from a variety of sources in accordance with a common schema,
    using at least a portion of said data to create one or more tools for organization management, and
    making the one or more tools available for review.

63. (new) The computer readable medium of claim 62 where the one or more tools are made available for review using an electronic display, a paper document or combinations thereof.

64. (new) The computer readable medium of claim 62 where data is obtained from advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, the Internet, external databases, user input and combinations thereof.

65. (new) The computer readable medium of claim 62 where the data includes historical data, forecast data and combinations thereof.

66. (new) The computer readable medium of claim 62 where the data includes transaction data, descriptive data, geospatial data, text data, linkage data and combinations thereof.

67. (new) The computer readable medium of claim 62 where an organization is a single product, a group of products, a division, a entire company, a multi company corporation or a value chain.

68. (new) The computer readable medium of claim 62 where the common schema defines common attributes from the group consisting of data structure, organization designation, metadata standard and data dictionary.

69. (new) The computer readable medium of claim 68 where the data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, organization designations, time periods and units of measure.

70. (new) The computer readable medium of claim 68 where the data structure is a hierarchy.

71. (new) The computer readable medium of claim 68 where the metadata standard is XML or the Metadata Coalition specification.

72. (new) The computer readable medium of claim 62 where the one or more tools for organization management include analytical models, management reports, performance information, lists of changes that will optimize one or more aspects of organization financial performance, a system for automated equity trading and combinations thereof.

73. (new) The computer readable medium of claim 72 where analytical models include component of value models, market value models, network models, optimization models, simulation models and combinations thereof.

74. (new) The computer readable medium of claim 73 where the component of value models are causal predictive models.

75. (new) The computer readable medium of claim 73 where the component of value models quantify the impact of one or more enterprise on organization revenue, expense or capital change.

76. (new) The computer readable medium of claim 75 where an enterprise is a single product, a group of products, a division or a company.

77. (new) The computer readable medium of claim 73 wherein the component of value models are from the group consisting of neural network; regression, generalized additive; support vector method, entropy minimization, Markov, Bayesian, multivalent and path analysis models.

78. (new) The computer readable medium of claim 73 where the market value model quantifies the relationship between organization market value and the combination of the current operation, real option and market sentiment values for the organization by enterprise.

79. (new) The computer readable medium of claim 78 where market value models forecast future organization market value.

80. (new) The computer readable medium of claim 79 where the future market value of organization equity is forecast by removing the forecast value of organization debt from the forecast of future organization market value.

81. (new) The computer readable medium of claim 73 where network models are enterprise network models or organization network models.

82. (new) The computer readable medium of claim 73 where network models are neural nets.

83. (new) The computer readable medium of claim 81 where enterprise network models quantify the interrelationship between the active elements of value and one or more aspects of enterprise financial performance.

84. (new) The computer readable medium of claim 83 where the one or more aspects of enterprise financial performance are enterprise revenue, enterprise expense, enterprise capital change, enterprise current operation value, enterprise market value and combinations thereof.

85. (new) The computer readable medium of claim 83 where the active elements of value are alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

86. (new) The computer readable medium of.claim 81 where organization network models quantify the interrelationship between the one or more enterprises within the organization and one or more aspects of organization financial performance.

87. (new) The computer readable medium of claim 86 where the one or more aspects of organization financial performance are organization revenue, organization expense, organization capital change, organization current operation value, organization market value and combinations thereof.

88. (new) The computer readable medium of claim 86 where an enterprise is a single product, a group of products, a division or a company.

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89. (new) The computer readable medium of claim 73 where the optimization models identify changes that will optimize one or more aspects of organization financial performance.

90. (new) The computer readable medium of claim 89 where the one or more aspects of organization financial performance are organization revenue, organization expense, organization capital change, organization current operation value, organization market value and combinations thereof.

91. (new) The computer readable medium of claim 89 where the identified changes are changes to alliance value drivers, brand value drivers, channel value drivers, customer value drivers, customer relationship value drivers, employee value drivers, equipment value drivers, intellectual property value drivers, partnership value drivers, process value drivers, production equipment value drivers, vendor value drivers, vendor relationship value drivers, sales of organization equity, purchases of organization equity or combinations thereof.

92. (new) The computer readable medium of claim 89 where a Monte Carlo model is used to identify the changes that will optimize an aspect of organization financial performance

93. (new) The computer readable medium of claim 89 where genetic algorithms or multi-criteria optimization models are used to identify the changes that will optimize two or more aspects of organization financial performance

94. (new) The computer readable medium of claim 73 where the simulation models forecast the net impact of the proposed changes on one or more aspects of organization financial performance.

95. (new) The computer readable medium of claim 94 where the net impact on one or more aspects of financial performance is the impact of the change on the one or more aspects of financial performance net of any impact on other elements of value.

96. (new) The computer readable medium of claim 94 where the simulation model is a Monte Carlo model.

97. (new) The computer readable medium of claim 94 where the simulation model is a Markov model.

98. (new) The computer readable medium of claim 94 where the proposed changes are changes to alliance value drivers, brand value drivers, channel value drivers, customer value drivers, customer relationship value drivers, employee value drivers, equipment value drivers, intellectual property value drivers, partnership value drivers, process value drivers, production equipment value drivers, vendor value drivers, vendor relationship value drivers, sales of organization equity, purchases of organization equity or combinations thereof.

99. (new) The computer readable medium of claim 72 where the management reports detail the current organization value, prior organization value, future organization value, the change in organization value over time and combinations thereof.

100. (new) The computer readable medium of claim 99 where the elements of value include alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

101. (new) The computer readable medium of claim 72 where the management reports detail organization value and changes in organization value by element of value and real option by enterprise.

102. (new) The computer readable medium of claim 72 where the management reports detailing changes in organization value over time are presented in movie mode.

103. (new) The computer readable medium of claim 72 where performance information includes component valuations, current operation valuations, element composite variables, element performance indicators, element relative contributions, element valuations, element value drivers, enterprise valuations, option discount rates, real option valuations, relative element strength and combinations thereof.

104. (new) The computer readable medium of claim 103 where the elements are alliances, brands, channels, customers, customer relationships, employees, equipment, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof

105. (new) The computer readable medium of claim 103 where performance information is developed for one or more specified points in time within a sequential series of points in time.

106. (new) The computer readable medium of claim 103 where changes in performance information are tracked over time.

107. (new) The computer readable medium of claim 103 where valuations quantify net impact on organization financial performance and are completed using the organization cost of capital.

108. (new) The computer readable medium of claim 103 where element performance indicators quantify element of value impact on one or more aspects of enterprise financial performance.

109. (new) The computer readable medium of claim 103 where element performance indicators are selected from the group consisting of item variables and averages, patterns, ratios, summaries, trends, totals, rolling averages, rolling totals, time lagged data, time lagged ratios, time lagged trends, time lagged patterns, time lagged summaries and time lagged trends derived from item variables.

110. (new) The computer readable medium of claim 103 where item variable data is the numeric and date data associated with an element of value that contains one or more items.

111. (new) The computer readable medium of claim 103 wherein item variable data is obtained from advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual

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property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, the Internet, external databases, user input and combinations thereof.

112. (new) The computer readable medium of claim 103 where element value drivers are element performance indicators that are causal to changes in one or more aspects of enterprise financial performance.

113. (new) The computer readable medium of claim 103 where a series of models are used to identify the element value drivers.

114. (new) The computer readable medium of claim 103 wherein a neural net model selects an initial set of element performance indicators and an induction algorithm refines the selection and identifies the element value drivers.

115. (new) The computer readable medium of claim 103 where composite variables are mathematical or logical combinations of element value drivers.

116. (new) The computer readable medium of claim 103 where composite variables summarize element impact on an aspect of enterprise financial performance.

117. (new) The computer readable medium of claim 103 where vectors are mathematical or logical combinations of element value drivers and composite variables that summarize element impact on an aspect of enterprise financial performance.

118. (new) The computer readable medium of claim 103 where element relative contributions quantify relative element of value impacts on an aspect of organization financial performance by enterprise.

119. (new) The computer readable medium of claim 118 where the element of value impact on an aspect of enterprise financial performance is the impact on the aspect of organization financial performance net of any impact on other elements of value.

120. (new) The computer readable medium of claim 118 where the element impact on an aspect of organization financial performance is determined by one or more predictive models.

121. (new) The method of claim 118 where element value drivers, composite variables or vectors are used as inputs to the predictive model that identifies relative element of value contributions to an aspect of organization financial performance by enterprise and the output weights from the predictive model are used to determine relative element contribution by enterprise.

122. (new) The computer readable medium of claim 103 where element valuations are the sum of element contributions to each category of value present in the organization.

123. (new) The computer readable medium of claim 122 where the categories of value are current operation, real option, market sentiment and combinations thereof.

124. (new) The computer readable medium of claim 103 where the method used for calculating element valuations is determined in part by the level of interaction between elements of value.

125. (new) The computer readable medium of claim 103 where element valuations are calculated by summing the element of value contribution to each enterprise in the organization.

126. (new) The computer readable medium of claim 125 where the element of value contribution to each enterprise current operation includes the product of the relative contribution of each element of value to each component of value and the capitalized value of each component of value.

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127. (new) The computer readable medium of claim 72 where the performance information includes the identification of element of value characteristics that are causal to changes in one or more aspects of organization financial performance.

128. (new) The computer readable medium of claim 103 wherein relative element strength is determined using data envelopment analysis.

129. (new) The computer readable medium of claim 103 wherein option discount rates are determined as a function of relative element strength.

130. (new) The computer readable medium of claim 103 wherein the real option values are determined using dynamic programming, binomial algorithms, neural network algorithms or Black Scholes algorithms.

131. (new) The computer readable medium of claim 72 where the lists identify changes that will optimize organization revenue, organization expense, organization capital change, organization current operation value, organization market value and combinations thereof.

132. (new) The computer readable medium of claim 131 where changes are listed in capital efficiency order.

133. (new) The computer readable medium of claim 72 where equity trading is completed when the value of organization market sentiment is negative.

134. (new) The computer readable medium of claim 62 that learns the relative importance of the different elements of value, categories of value and enterprises in determining organization financial performance.